



COUNCIL AGENDA: 4-19-05
ITEM: 5.2

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jane Light, Secretary
Library Commission

SUBJECT: SEE BELOW

DATE: March 28, 2005

Approved

Date

4.4.05

Council District: 5

**SUBJECT: LIBRARY COMMISSION RECOMMENDATION FOR NAMING THE
NEW BRANCH LIBRARY ON ALUM ROCK ROAD**

RECOMMENDATION

The Library Commission recommends that the City Council name the new branch library currently being constructed at Alum Rock and White Roads the "Alum Rock Branch Library". The Commission further recommends that the branch's community room be named after Dr. Roberto Cruz, the late founder of the National Hispanic University.

BACKGROUND & ANALYSIS

A new library is currently under construction at 3090 Alum Rock Avenue. On October 22, 2004, Mr. Aaron R. Reséndez submitted to the City Clerk, a request to name the facility "Dr. B. Roberto Cruz Library". City Council Policy 7-5, Naming of City Owned Land and Facilities, directs that "for naming or renaming, a public hearing by the appropriate Commission shall be held in order for the Commission to develop a recommendation to the Council" (Section 2A).

Accordingly, the Library Commission conducted a public hearing on the evening of March 9, 2005 at the Alum Rock Youth Center facility, near the site of the new library. Prior to the public hearing, five emails and one letter were received supporting naming the library after Dr. Cruz.

Ten people spoke to the Commission during the hearing. Of those speaking, four wished to see the library named after Dr. Cruz. Two others recommended that the branch carry the neighborhood name, "Alum Rock Branch Library". Two speakers recommended combining the neighborhood name with Dr. Cruz to make the name "Dr. Roberto Cruz Alum Rock Branch Library". One person suggested that the branch be named after the late educator Dr. Ernesto Galarza. Another attendee put forth the suggestion "La Pala Rancheria Branch Library". At the hearing's conclusion, the Commission then reviewed the correspondence and

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Subject: Library Commission Recommendation for naming the new branch on Alum Rock Road

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testimony and voted to recommend to the City Council the name "Alum Rock Branch Library" and the community room after Dr. Cruz (5 yes, 1 no, 2 abstentions). A motion to name the building "Dr Roberto Cruz Alum Rock Branch Library" failed (3 yes, 5 no). The majority of Commissioners wished to give the neighborhood name to the branch both because branch libraries are often focal points of community pride and identity and because many library users use multiple branches and determine the general location of programs or library materials from the name of the branch.

OUTCOME

If the Council takes this recommended action, the name of the new branch library will reflect the neighborhood in which it is located and carry over to the new library the longstanding name of the Santa Clara County Library branch that it is replacing. In addition, the prominent Community Room will have the name of an important figure in the community, providing a connection to the history of the Alum Rock area of San Jose and honoring the enduring contributions of Dr. Cruz.

COORDINATION

This report has been coordinated with the Library Commission and City Attorney's Office.

CEQA

Not a project.

A handwritten signature in black ink, appearing to read "Jane Light", with a stylized flourish at the end.

JANE LIGHT
Director, Library Department